














ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: HLLT_Saddle Inn, Fulford (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,867	43.8	22.0	199		
 2 Rising Prosperity	767	18.0	10.1	177		
 3 Comfortable Communities	1,269	29.8	26.2	113		
 4 Financially Stretched	292	6.8	23.7	29		
 5 Urban Adversity	40	0.9	17.6	5		
 6 Not Private Households	29	0.7	0.3	204		
 Graph						
Total households	4,264					

Acorn Category Pen Portrait

1 Affluent Achievers


Age range

55+

House type

Detached

Financial situation



House tenure

Owned outright

Children at home

0

Number of beds

4+

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles
- B. Executive Wealth
- C. Mature Money

12.0M
UK Adults

22.8%
of UK

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: HLLT_Saddle Inn, Fulford (1 Mile contour)
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 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	37	0.9	1.1	78		
1.B Executive Wealth	604	14.2	11.2	126		
1.C Mature Money	1,226	28.8	9.6	299		
2. Rising Prosperity						
2.D City Sophisticates	182	4.3	4.0	108		
2.E Career Climbers	585	13.7	6.2	222		
3. Comfortable Communities						
3.F Countryside Communities	40	0.9	5.7	16		
3.G Successful Suburbs	21	0.5	5.9	8		
3.H Steady Neighbourhoods	74	1.7	7.4	24		
3.I Comfortable Seniors	145	3.4	2.9	117		
3.J Starting Out	989	23.2	4.3	534		
4. Financially Stretched						
4.K Student Life	158	3.7	2.4	157		
4.L Modest Means	0	0.0	7.9	0		
4.M Striving Families	61	1.4	7.5	19		
4.N Poorer Pensioners	73	1.7	5.9	29		
5. Urban Adversity						
5.O Young Hardship	40	0.9	6.1	15		
5.P Struggling Estates	0	0.0	6.1	0		
5.Q Difficult Circumstances	0	0.0	5.3	0		
6. Not Private Households						
6.R Not Private Households	29	0.7	0.3	204		
Total households	4,264					

Acorn Group Pen Portrait

1 C Mature Money 4.9M UK Adults 9.3% of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING LAKELAND	LAURA ASHLEY	JO MALONE	W
LEISURE BROWNS	NESPRESSO		CAFFE NERO
WEBSITES amazon	MoneySavingExpert.com	M&S	ITV NEWS

DIGITAL ATTITUDES

I worry about online security 58% UK average: 55%	Shopping online makes my life easier 52% UK average: 53%	I couldn't live without the internet on my mobile 26% UK average: 34%
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FINANCIAL PROFILE

Household Income UK £46k London £50k Average: £40k Average: £44k	% Disposable Income UK 54% London 51% Average: 44% Average: 39%	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE **TECHNOLOGY USAGE**

This group are more likely to research home insurance online	This group are more likely to purchase event tickets online	This group are more likely to own a tablet
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: HLLT_Saddle Inn, Fulford (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

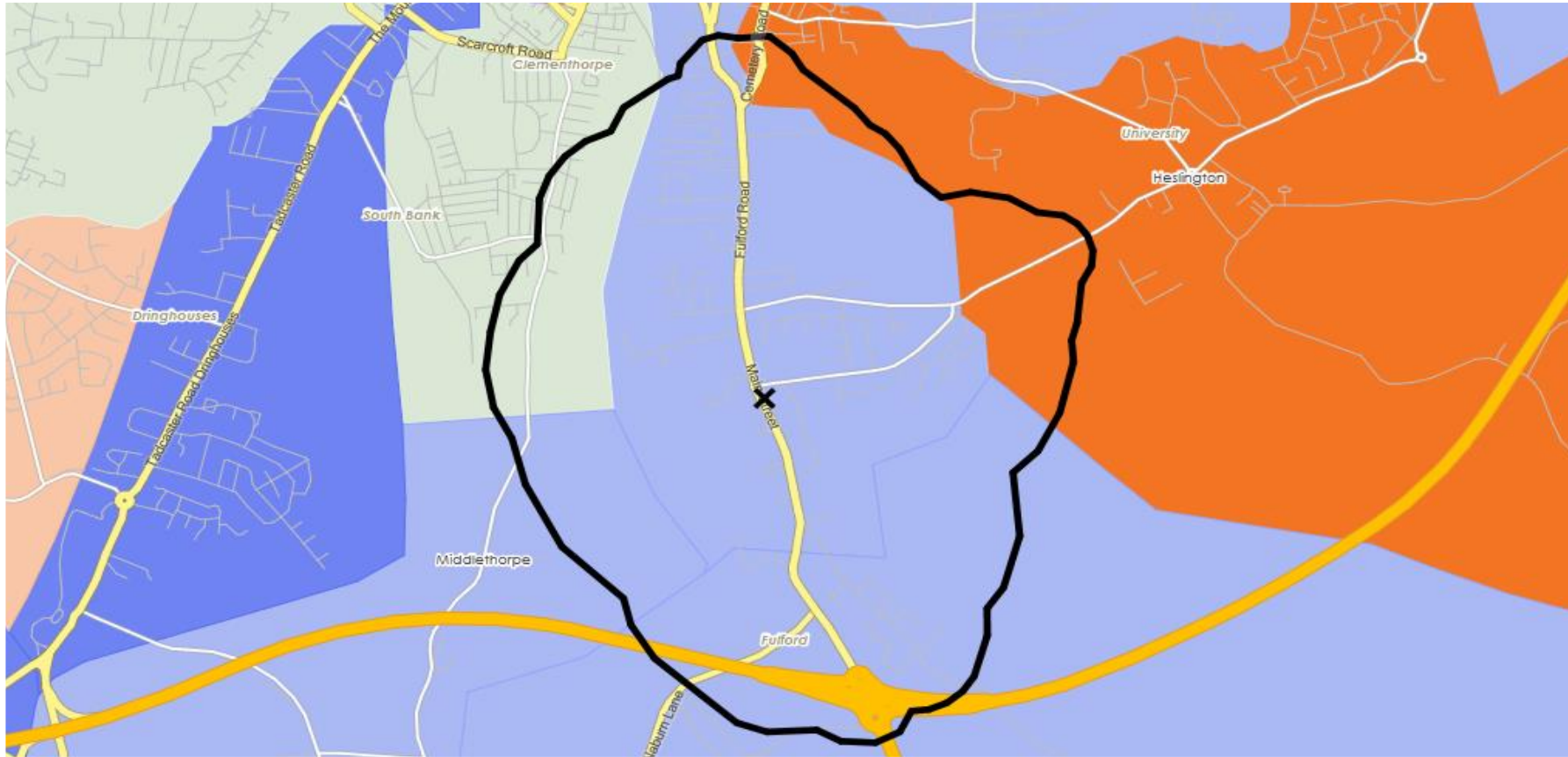
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	37	0.9	0.9	99			
1.B Executive Wealth							
1.B.4 Asset rich families	74	1.7	2.6	66			
1.B.5 Wealthy countryside commuters	36	0.8	2.4	35			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	213	5.0	0.9	588			
1.B.8 Prosperous suburban families	281	6.6	1.5	430			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	29	0.7	3.0	23			
1.C.11 Settled suburbia, older people	920	21.6	2.9	755			
1.C.12 Retired and empty nesters	66	1.5	2.5	62			
1.C.13 Upmarket downsizers	211	4.9	1.3	380			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	163	3.8	0.7	545			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.8	0			
2.D.17 Socialising young renters	19	0.4	1.0	44			
2.E Career Climbers							
2.E.18 Career driven young families	239	5.6	1.9	298			
2.E.19 First time buyers in small, modern homes	293	6.9	3.3	210			
2.E.20 Mixed metropolitan areas	53	1.2	1.0	122			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	0	0.0	1.1	0			
3.F.23 Owner occupiers in small towns and villages	40	0.9	3.2	30			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	2	0.0	2.6	2			
3.G.25 Larger family homes, multi-ethnic areas	17	0.4	0.8	49			
3.G.26 Semi-professional families, owner occupied neighbourhoods	2	0.0	2.4	2			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	74	1.7	2.3	74			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	66	1.5	2.4	64			
3.I.31 Elderly singles in purpose-built accommodation	79	1.9	0.5	378			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	794	18.6	2.1	889			
3.J.33 Smaller houses and starter homes	195	4.6	2.3	203			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	2	0.0	0.4	13			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	156	3.7	1.7	211			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	61	1.4	1.7	85			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	30	0.7	1.1	65			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	43	1.0	1.8	57			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	40	0.9	1.7	54			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	8	0.2	0.1	322			
6.R.61 Inactive communal population	21	0.5	0.3	179			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,264						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: HLLT_Saddle Inn, Fulford (1 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

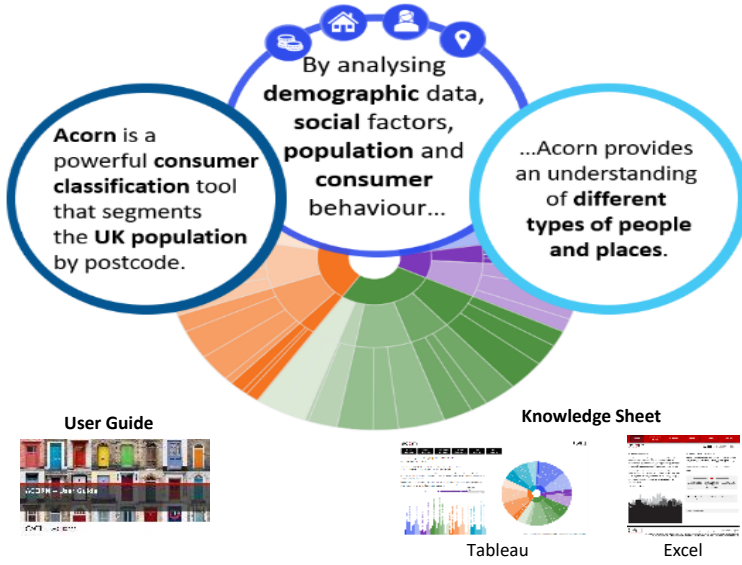
Acorn Groups

- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

1 Affluent Achievers

12.0M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

House tenure: Owned outright

Number of beds: 4+

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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